

## Method 1 - Babbitt Score

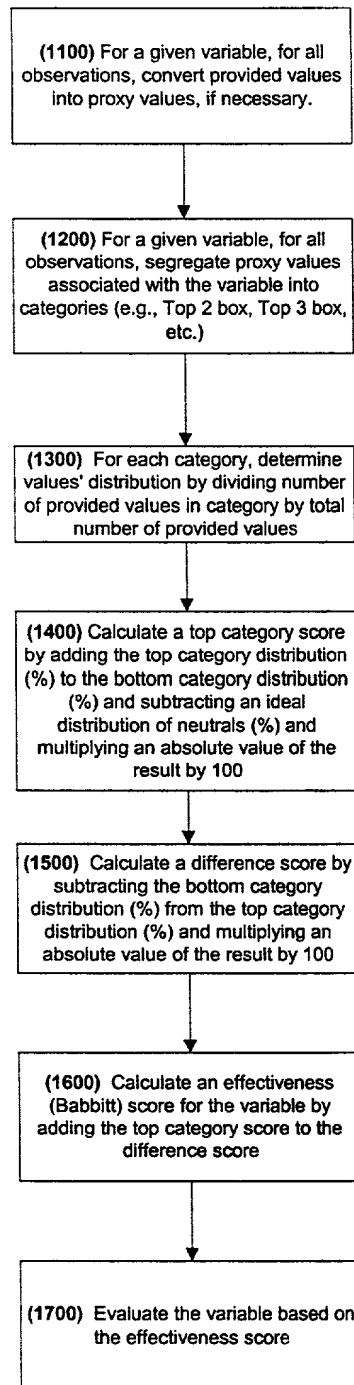


Fig. 1

## Method 2 - Bestfit Clustering

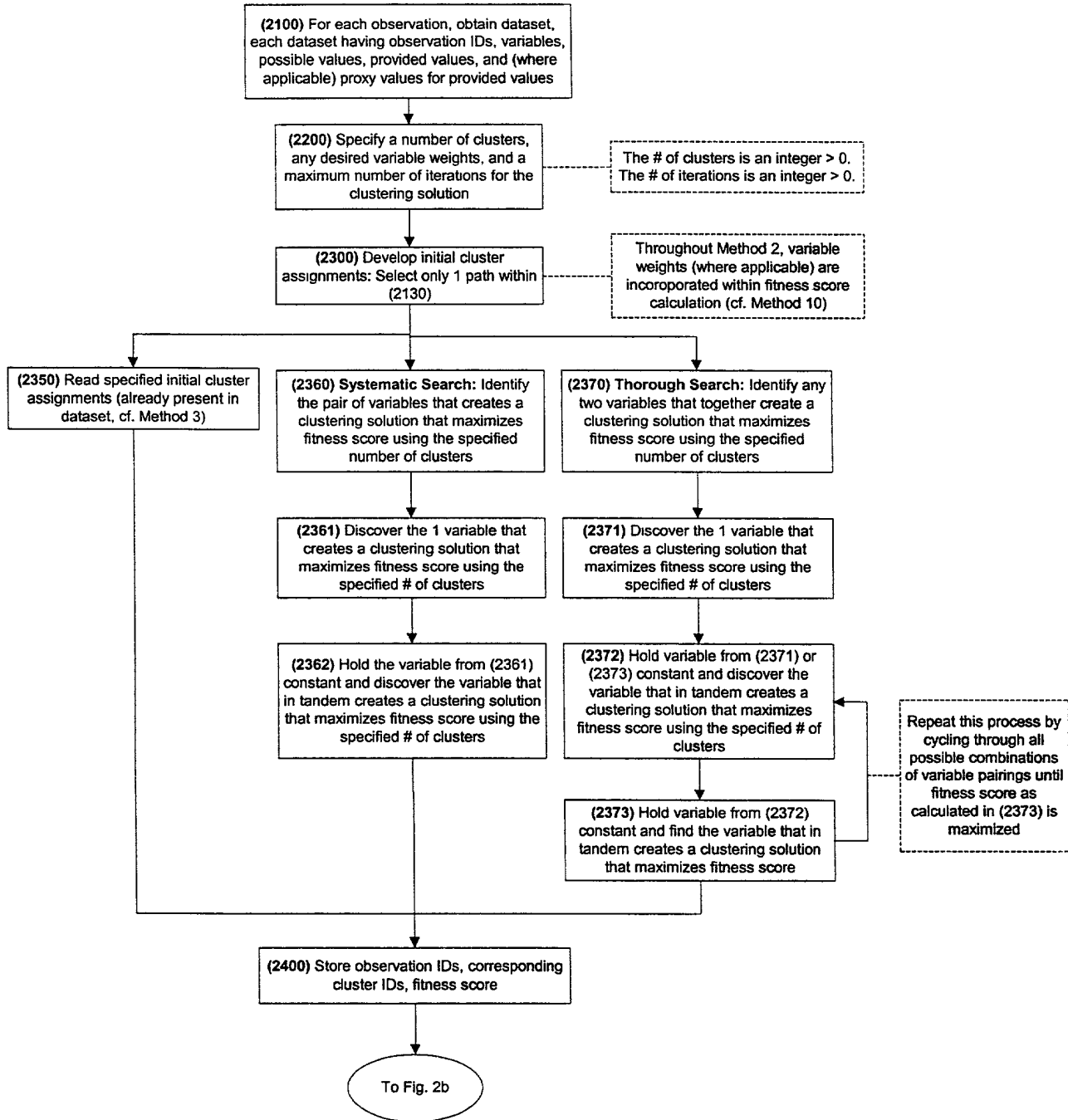


Fig. 2a

## Method 2 - Bestfit Clustering - Continued

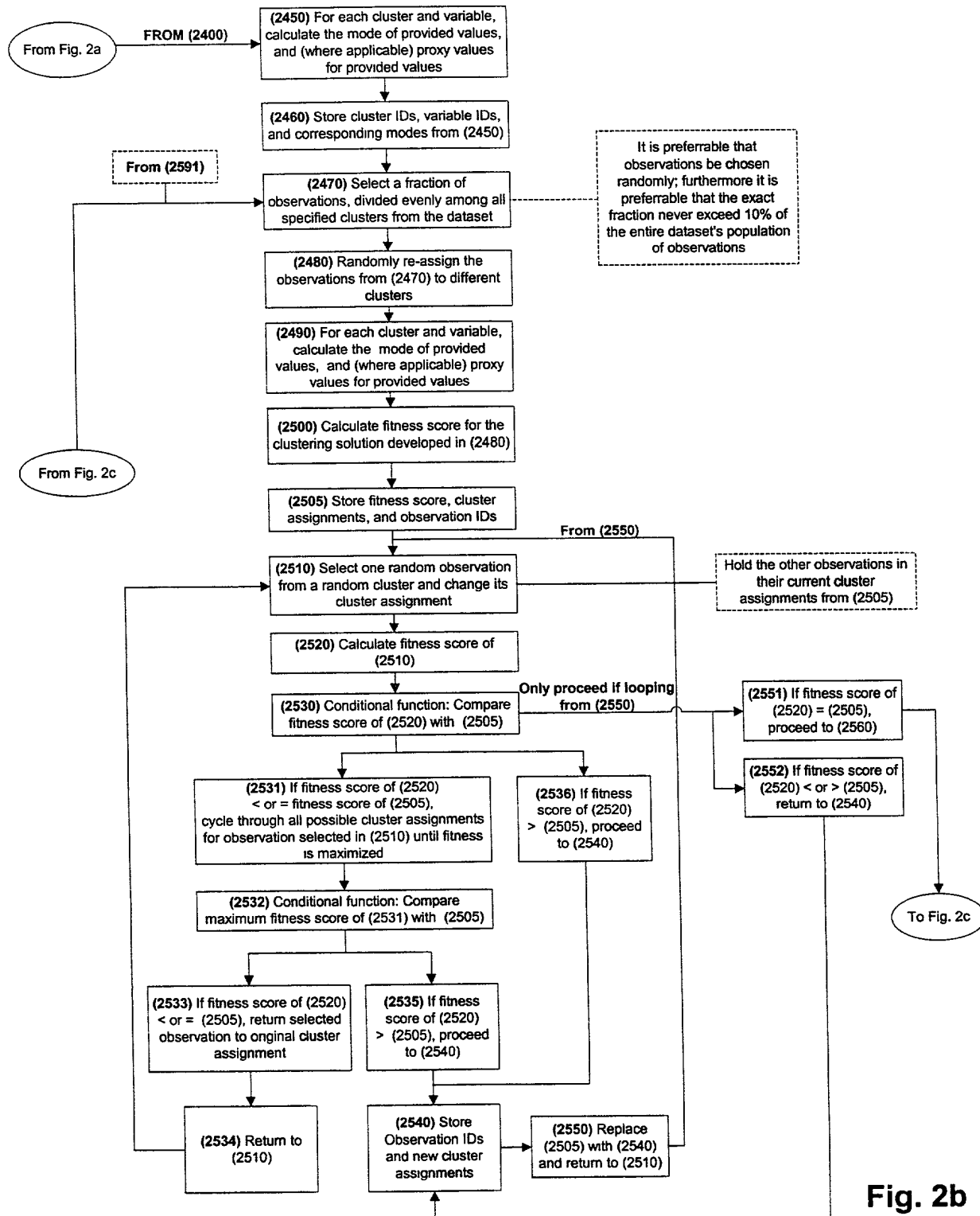


Fig. 2b

## Method 2 - Bestfit Clustering - Continued

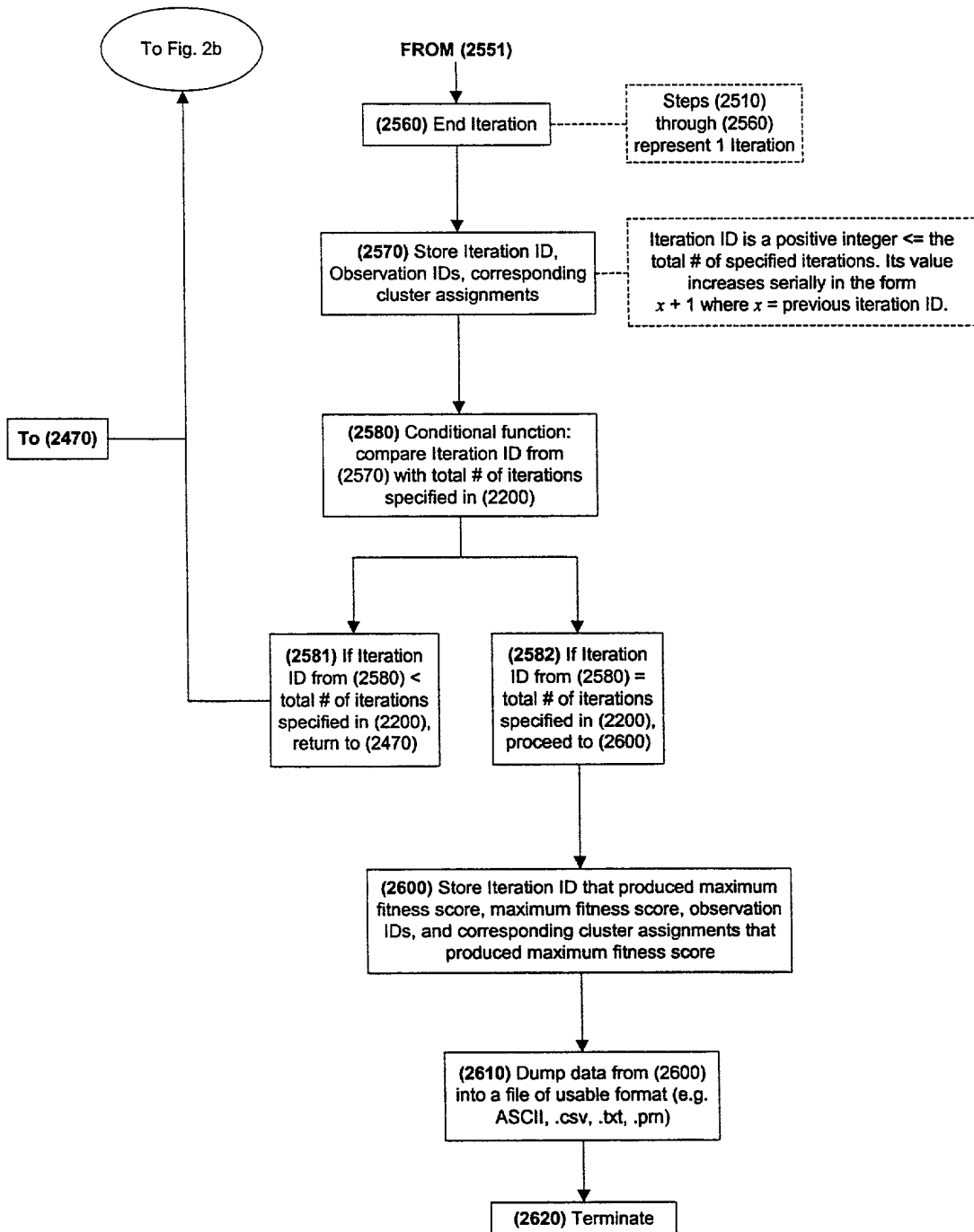


Fig. 2c

### Method 3 - Champion/Challenger Clustering Refinement

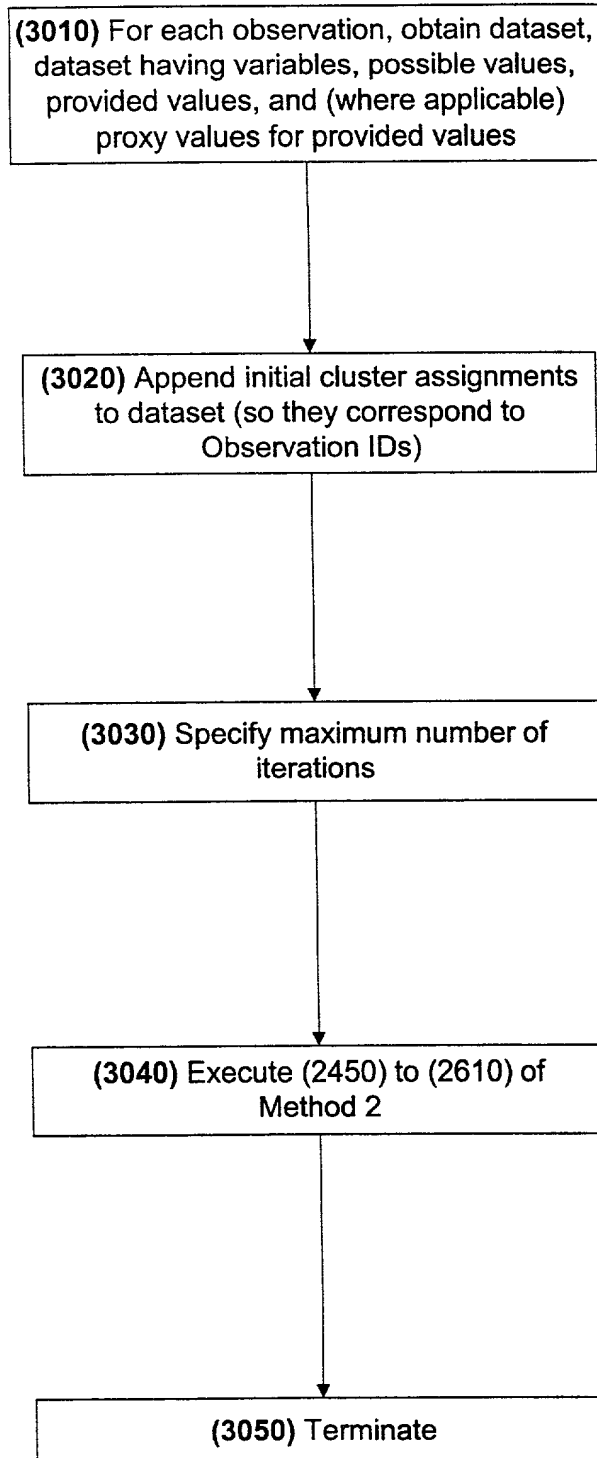


Fig. 3

## Method 4 - Composition Analysis

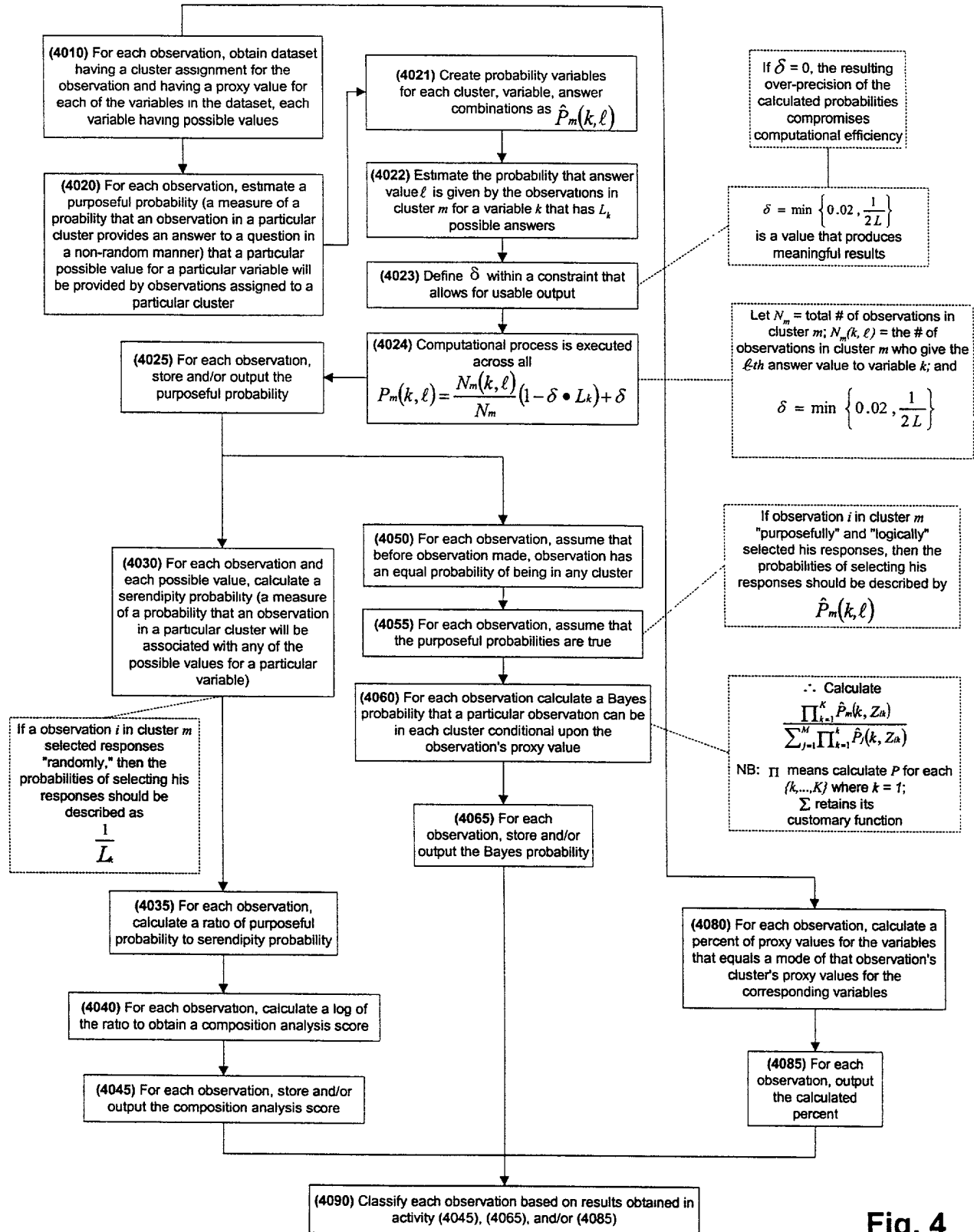


Fig. 4

## Method 5 - Segmentation-on-the-Fly

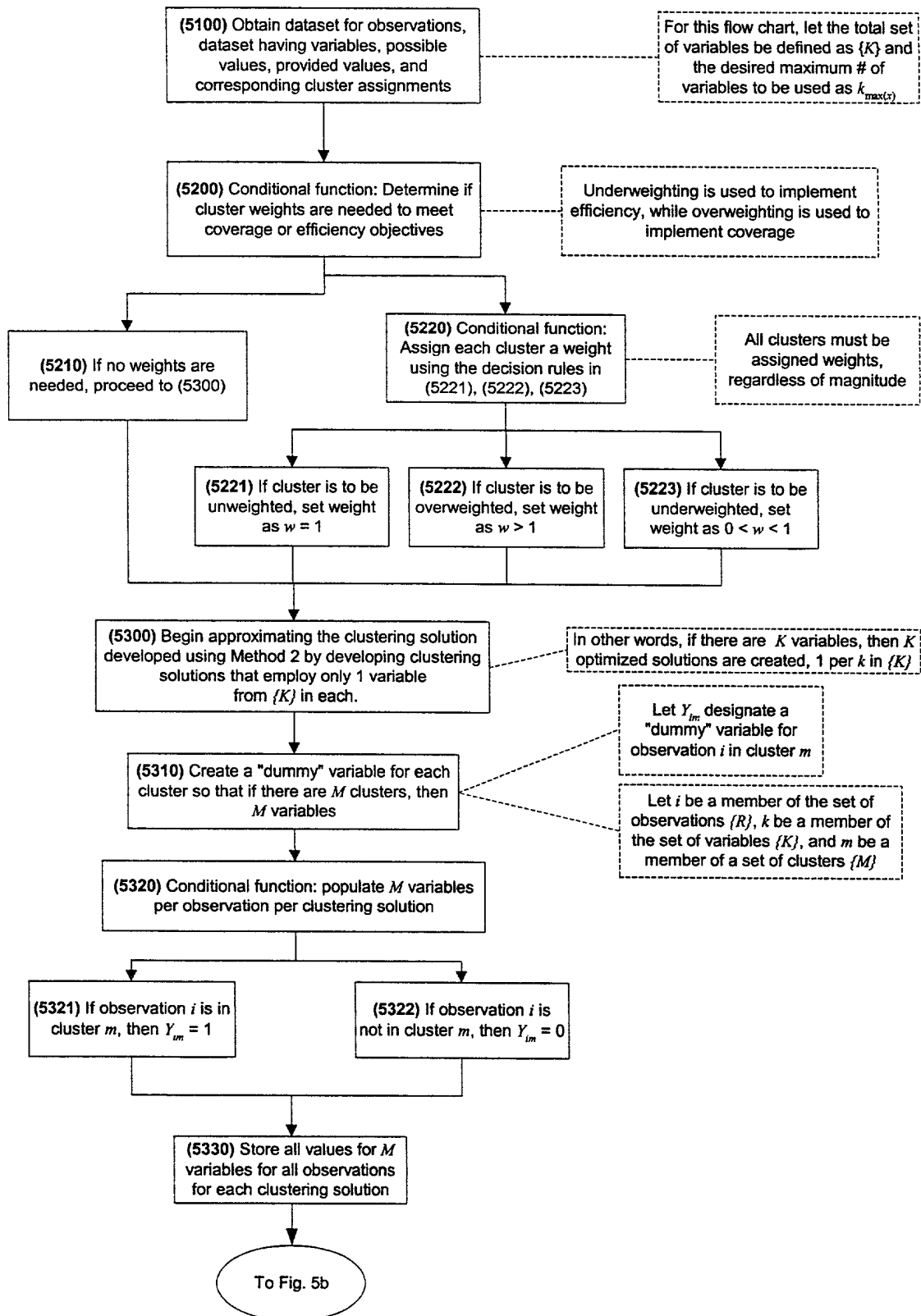


Fig. 5a

## Method 5 - Segmentation-on-the-Fly - Continued

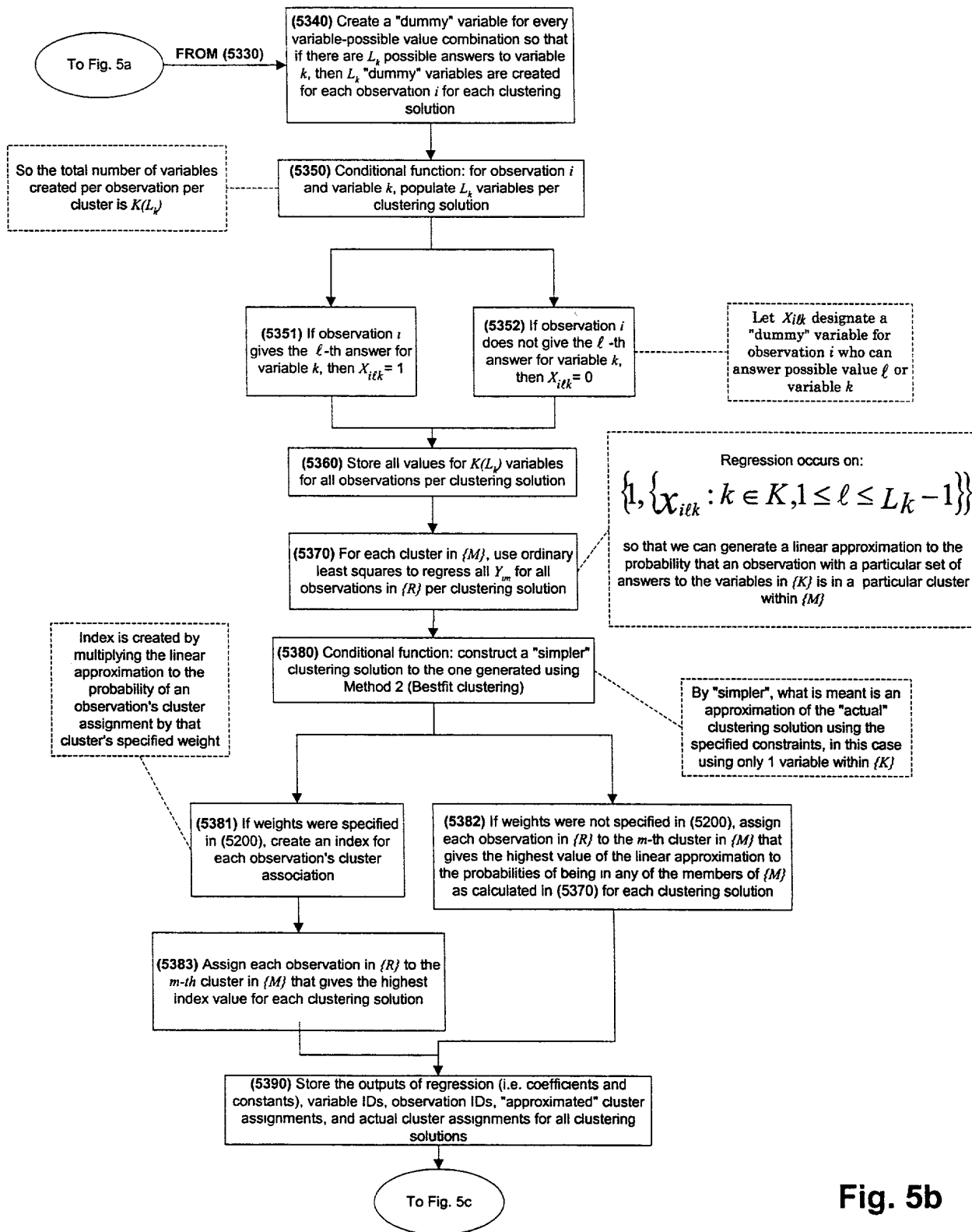


Fig. 5b



## Method 5 - Segmentation-on-the-Fly - Continued

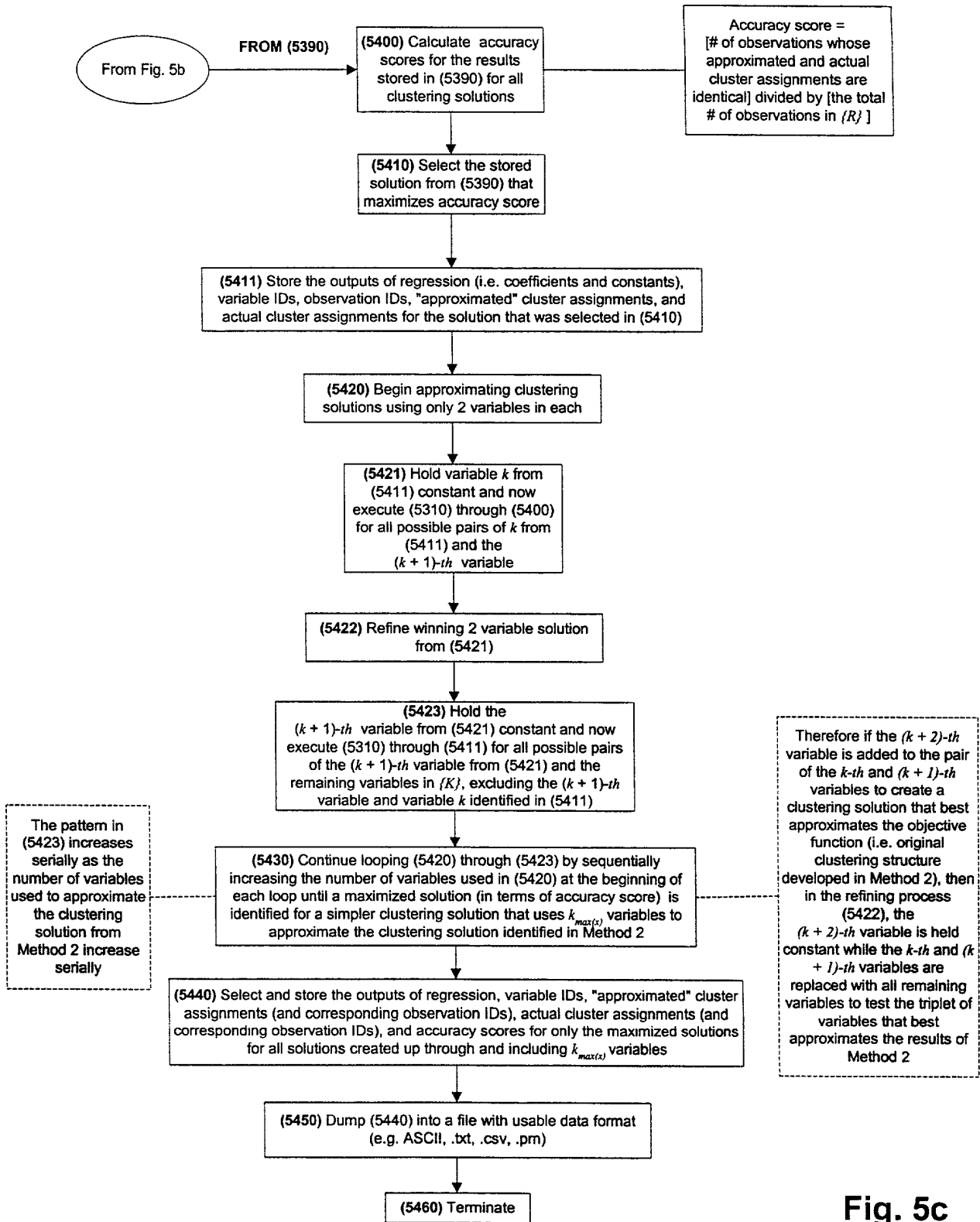


Fig. 5c

## Method 6 - Behavioral Segment Scoring

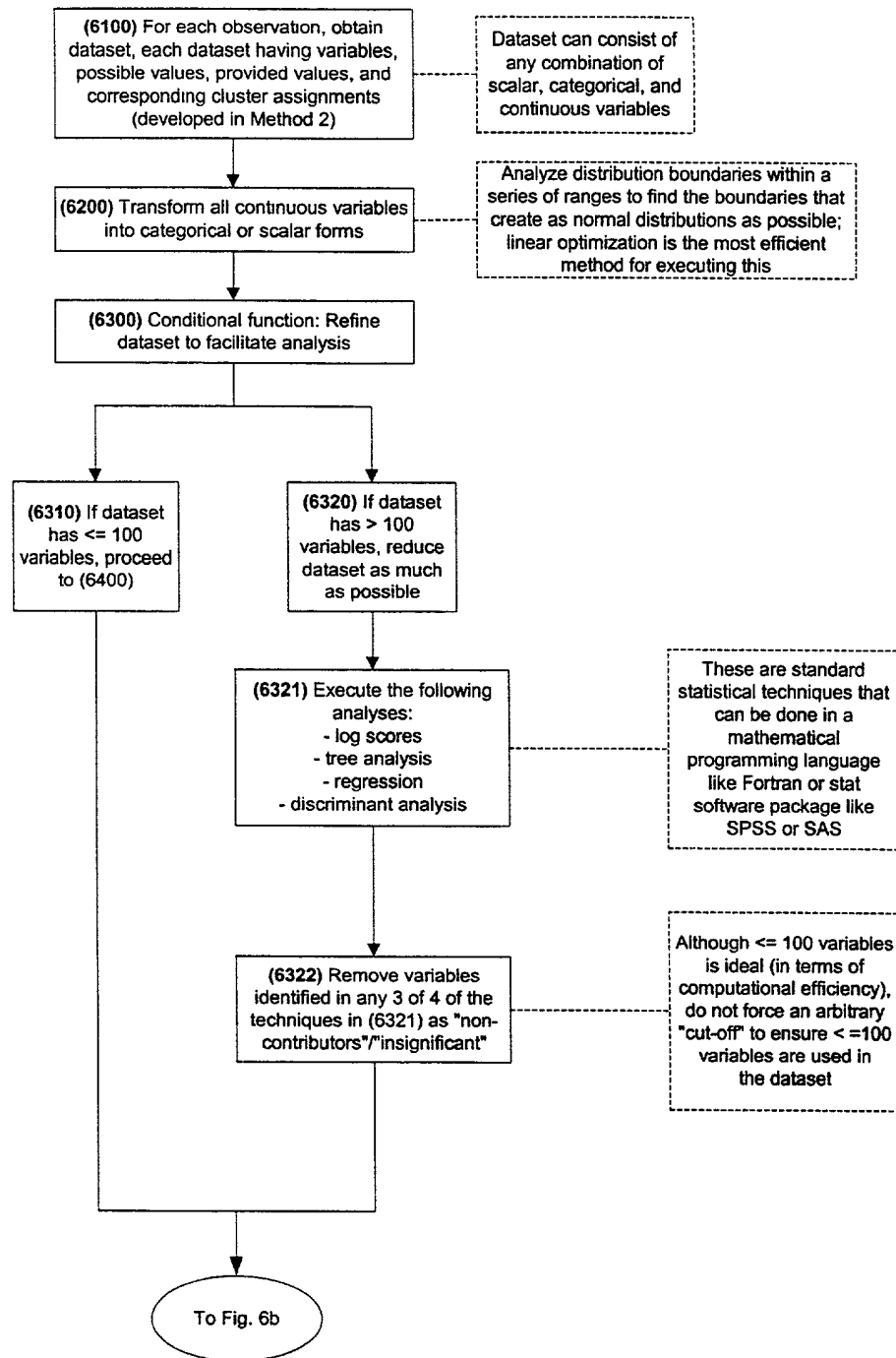


Fig. 6a

## Method 6 - Behavioral Segment Scoring - Continued

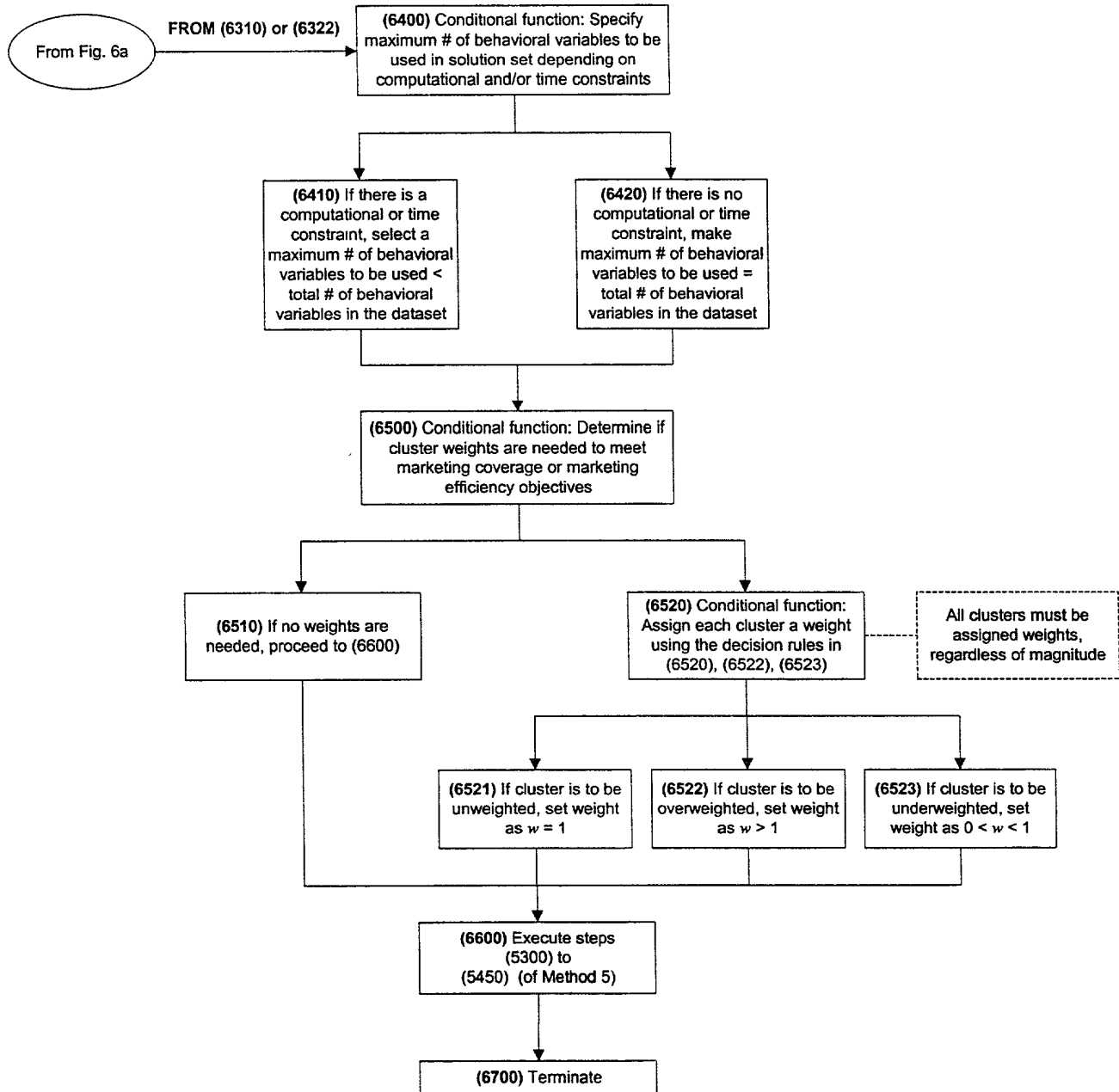


Fig. 6b

## Method 7 - Panel Analysis

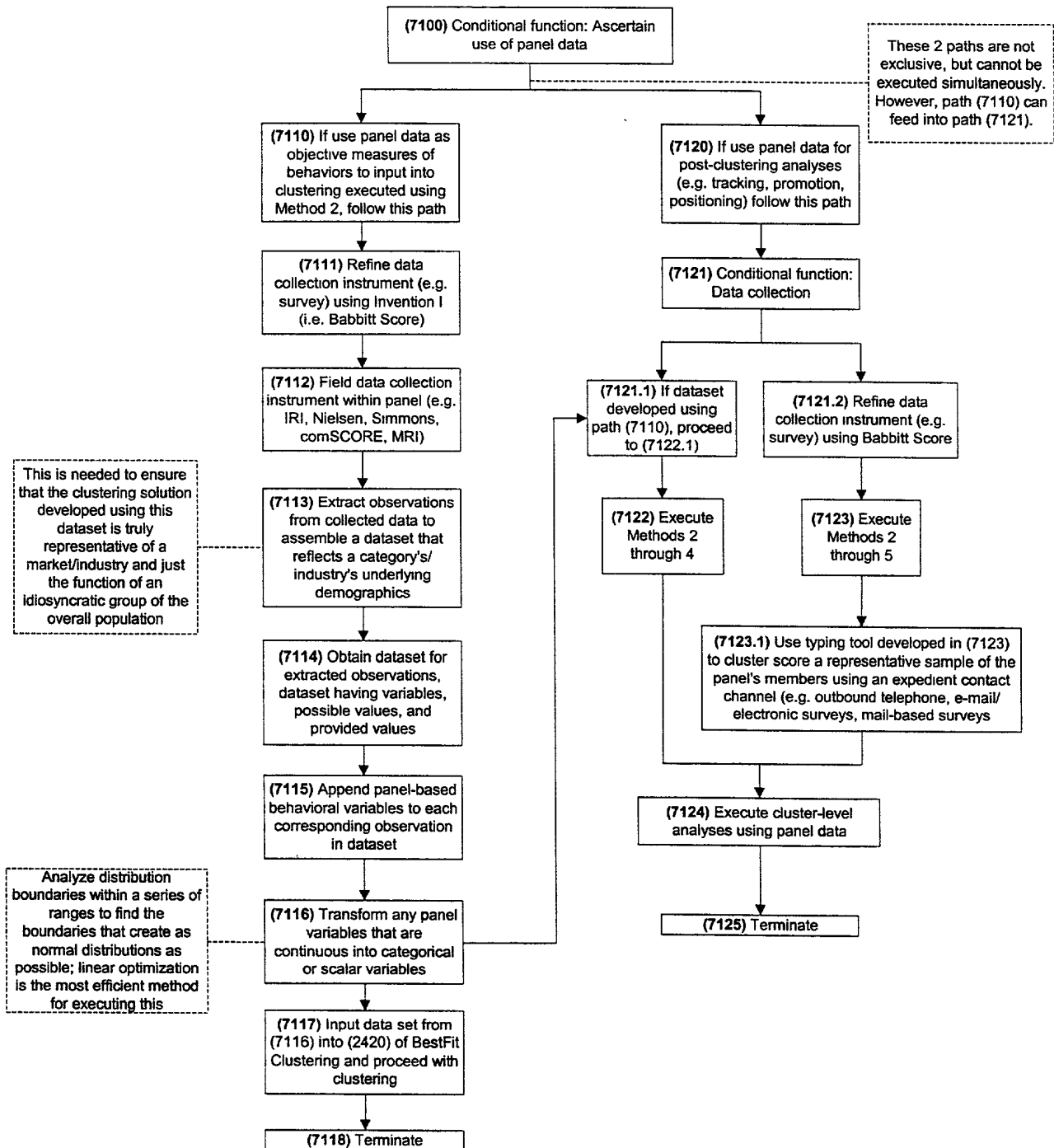
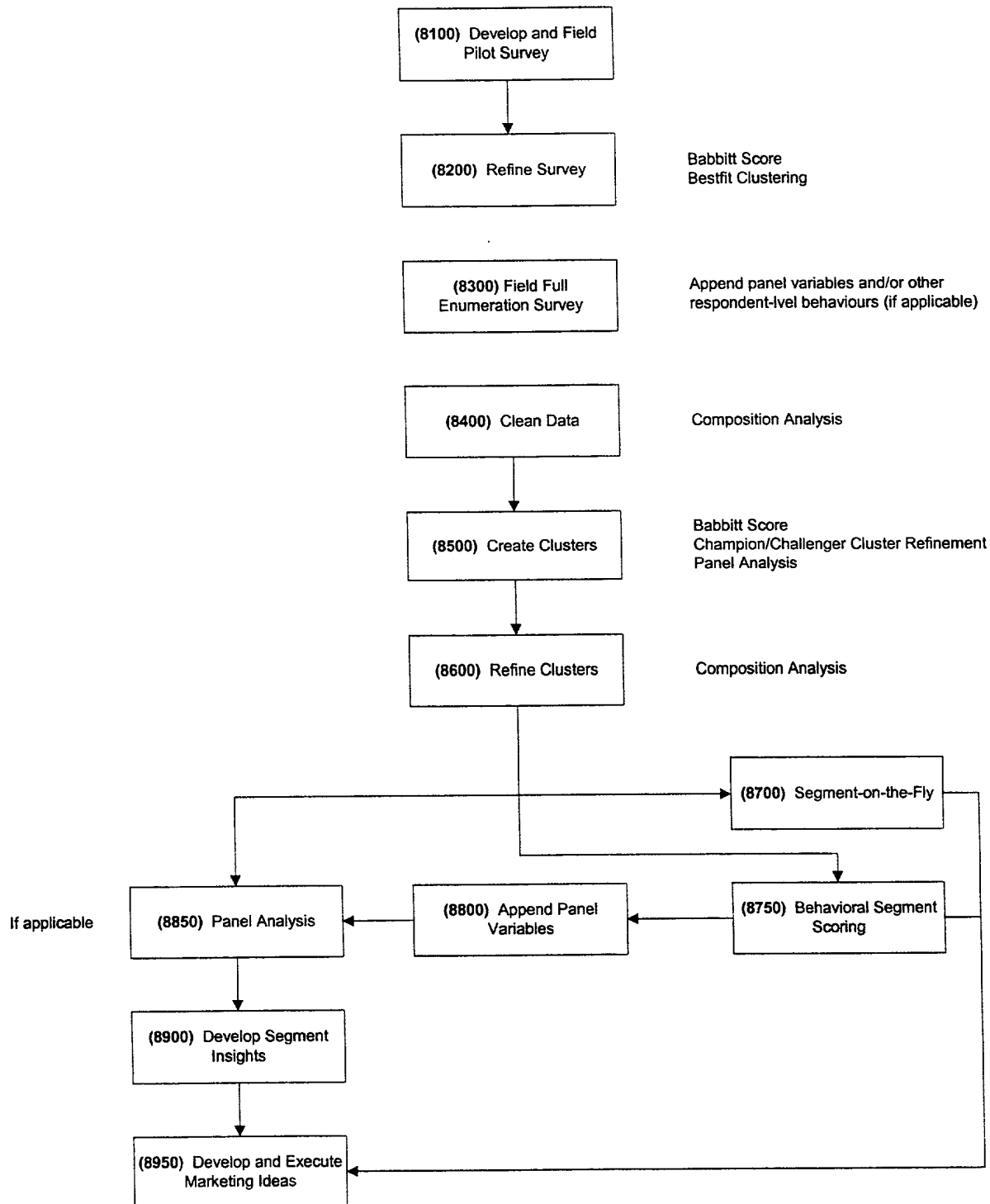


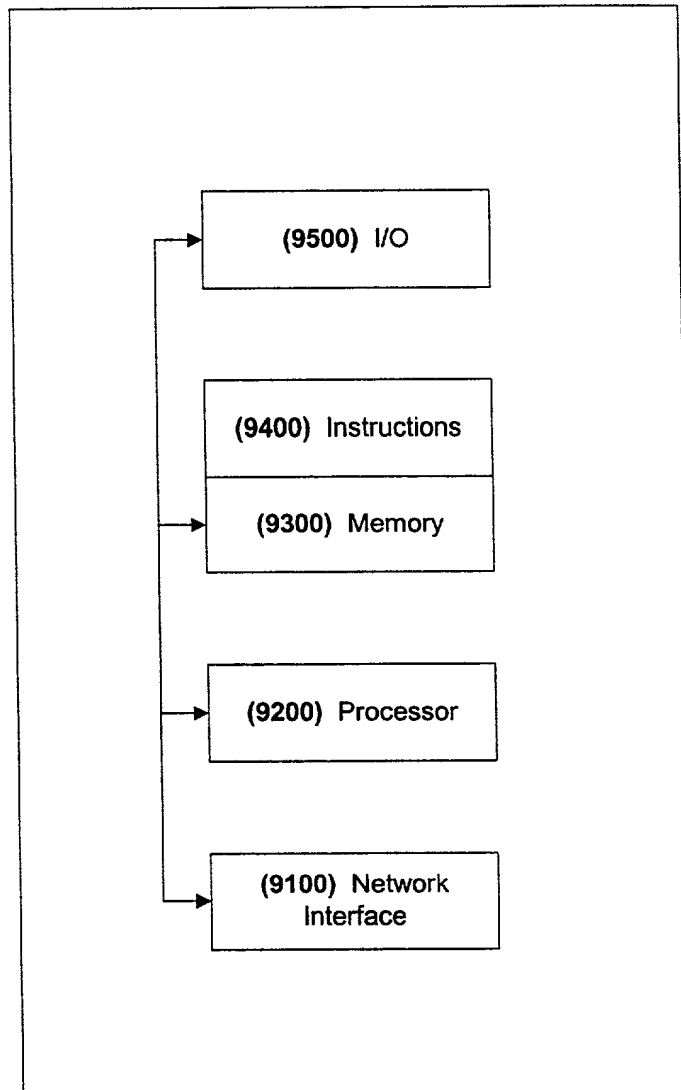
Fig. 7

## Method 8 - Overall Segment-Based Marketing Process



**Fig. 8**

## Information Device 9



**Fig. 9**

## Method 10 - Fitness Score Calculation

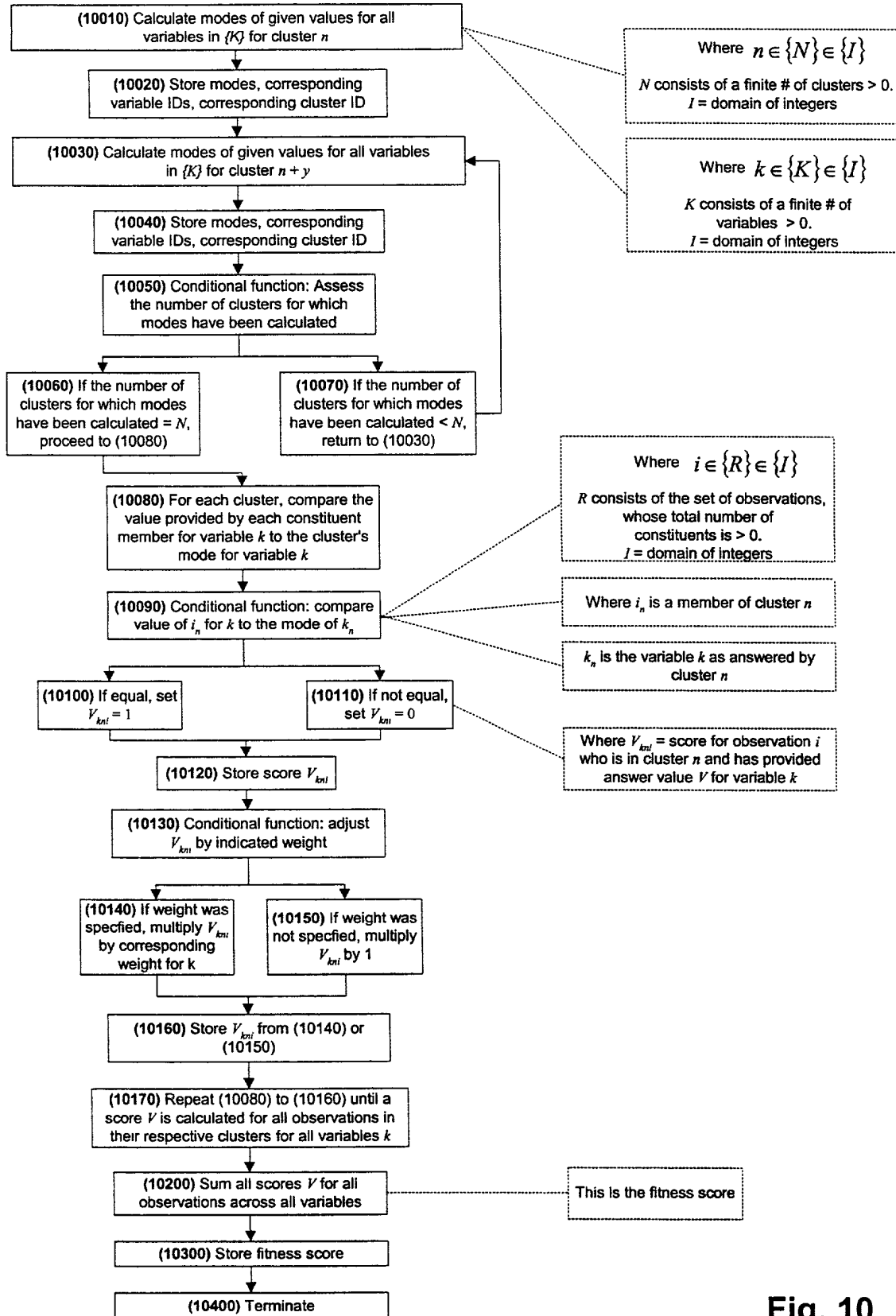
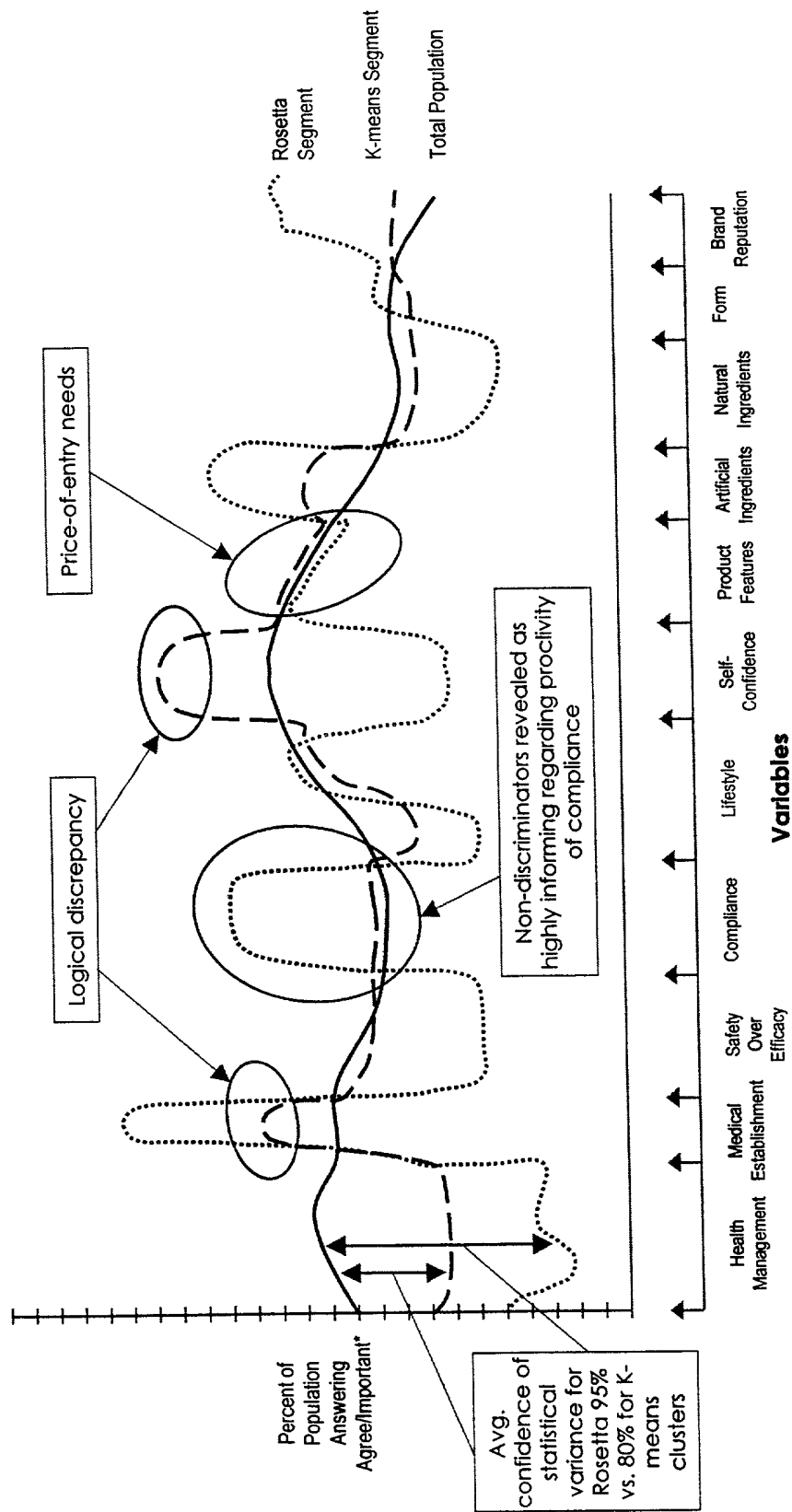


Fig. 10

Blinded Case Study

FIG. 11



\* Responses normalized for similar variables with opposite wording/phrasing.